

IN THE CLAIMS:

Please cancel claims 30-34 without prejudice.

Please amend claims 28, 29, 35 and 37 as follows.

Please add new claims 42-46.

1. (Original) A holder for a label, said holder comprising:
a cover panel having a front surface, a rear surface, an upper end, and a lower end,
a body panel having a front surface, a rear surface, an upper end, and a lower end;
a hinge connecting said lower end of said cover panel with said lower end of said body panel; and,
wherein said cover panel includes an upper portion which is disposed at an acute angle in relation to a plane of a remainder portion of said cover panel.
2. (Original) The label holder as set forth in claim 1, wherein said rear surface of said cover panel and said front surface of said body panel define a pocket therebetween for selectively accommodating an associated label.
3. (Original) The label holder as set forth in claim 1, wherein said body panel includes a pair of rearwardly extending clip members for accommodating a projecting portion of an associated shelf.

4. (Original) The label holder as set forth in claim 1, wherein said upper end of said cover panel is bulbous.

5. (Original) The label holder as set forth in claim 1, wherein said body panel upper end and said cover panel upper end define a gap therebetween to facilitate grasping of said upper end of said cover panel for pivoting said cover panel away from said body panel.

6. (Original) The label holder as set forth in claim 1, wherein said cover panel comprises a transparent material.

7. (Original) A label holder comprising:

- a body panel having a front surface, a rear surface, an upper end, and a lower end;
- a first clip member extending away from said rear surface;
- a second clip member extending away from said rear surface, said second clip member being spaced from said first clip member, wherein said second clip member includes:
 - a stem;
 - an upwardly extending arm located adjacent a distal end of said stem; and,
 - a downwardly extending arm disposed adjacent said distal end of said stem;

wherein said first and said second clip members cooperate to selectively hold a projecting portion of an associated shelf; and,

a cover panel connected to said body panel, said cover panel having a front surface, a rear surface, an upper end, and a lower end.

8. (Original) A label holder as set forth in claim 7, wherein said first clip member generally defines an L-shape and is connected proximal to said lower end of said body panel.

9. (Original) A label holder as set forth in claim 7, further comprising a hinge for connecting said lower end of said cover panel with said lower end of said body panel.

10. (Original) A label holder as set forth in claim 7, wherein said front surface of said body panel and said rear surface of said cover panel define a pocket therebetween for selectively accommodating an associated label.

11. (Original) The label holder as set forth in claim 7, wherein said upwardly extending arm extends toward said rear surface of said body panel.

12. (Original) The label holder as set forth in claim 11, wherein said upwardly extending arm is oriented approximately transverse to said rear surface of said body panel.

13. (Original) The label holder as set forth in claim 12, wherein said upwardly extending arm includes a contact end for contacting said rear surface of said body panel thereby limiting upward movement of said stem member.

14. (Original) The label holder as set forth in claim 7, wherein said downwardly extending arm extends toward said lower end of said body panel.

15. (Original) The label holder as set forth in claim 14, wherein said downwardly extending arm includes a contact end for contacting an end of the associated shelf thereby limiting movement of said holder in relation to the associated shelf.

16. (Original) A holder for a label, said holder comprising:

- a cover panel having a front surface, a rear surface, an upper end, and a lower end;
- a body panel having a front surface, a rear surface, an upper end, and a lower end;
- a clip extending away from said body panel rear surface;
- a hinge connecting said lower end of said cover panel with said lower end of said body panel;
- a first sign holder is mounted to said cover panel; and,
- a second sign holder selectively mounted to said cover panel.

17. (Original) The label holder as set forth in claim 16, wherein said first sign holder comprises an overhang having a first flexible fin on said cover panel and a second flexible fin on said overhang.

18. (Original) The label holder as set forth in claim 17, wherein said fins each extend more than half the distance between said overhang and said cover panel.

19. (Original) The label holder as set forth in claim 17, wherein said fins are made of a more flexible material than said cover panel.

20. (Original) The label holder as set forth in claim 17, further comprising a ridge on said cover panel.

21. (Original) The label holder as set forth in claim 20, wherein said ridge is directed towards said opening between said overhang and said cover panel.

22. (Original) The label holder as set forth in claim 17, wherein said second sign holder includes a finger cooperating with said ridge of said first sign holder.

23. (Original) The label holder as set forth in claim 17, wherein said second sign holder is oriented approximately normal to said first sign holder.

24. (Original) The label holder as set forth in claim 17, wherein said second sign holder comprises a first side wall, a second side wall, a first fin, and a second fin.

25. (Original) The label holder as set forth in claim 24, wherein said fins each extend more than half the distance between said side walls and are interleaved.

26. (Original) The label holder as set forth in claim 24, wherein said fins are made of more flexible material than said two side walls.

27. (Original) The label holder set forth in claim 17, wherein said second sign holder comprises a mounting member and a sign gripping member.

28. (Currently Amended) A holder for a label, said holder comprising:
a cover panel having a front surface, a rear surface, an upper end, and a lower end;
a body panel having a front surface, a rear surface, an upper end, and a lower end;
a hinge connecting said lower end of said cover panel with said lower end of said body panel;
said cover panel including ~~an upper portion which is disposed at an acute angle in relation to a plane of a remainder of said cover panel~~ a sign gripping member;

a first clip member extending away from said rear surface of said body panel;

a second clip member extending away from said rear surface of said body panel, said second clip member being spaced from said first clip member, wherein said second clip member includes a stem, an upwardly extending arm located adjacent a distal end of said stem, and a downwardly extending arm disposed adjacent said distal end of said stem; and,

wherein said first and second clip members cooperate to selectively hold a projecting portion of an associated shelf.

29. (Currently Amended) A label holder comprising:

a rear panel;

a front panel secured to said rear panel along a bottom edge of said front panel, ~~said front panel including a first portion which extends in a direction generally parallel to said rear panel, and a second portion connected to said first portion, which extends at an acute angle in relation to a plane of said first portion; and,~~

a first gripping member extending rearwardly from said rear panel for selectively securing the label holder to an associated merchandising shelf; and,

a second gripping member extending rearwardly from said rear panel, said second gripping member being spaced from said first gripping member, wherein said first and second gripping members are of one piece with a first portion of said rear panel, wherein said second gripping member comprises:

a stem,

a first arm extending in a first direction from said stem, and
a second arm extending in a second direction from said stem.

30-34. (Cancelled)

35. (Currently Amended) The label holder of claim ~~30~~ 29, wherein said first and second gripping members cooperate to hold a portion of the associated merchandising shelf between them.

36. (Original) The label holder of claim 29, wherein said first gripping member comprises:

a first portion oriented generally perpendicular to said rear panel;

a second portion connected to said first portion and oriented generally parallel to said rear panel;

a third portion, connected to said second portion and extending towards said rear panel;

a fourth portion, connected to said third portion and oriented generally parallel to said rear panel; and,

a fifth portion, connected to said fourth portion and oriented generally perpendicular to said rear panel.

37. (Currently Amended) The label holder of claim ~~30~~ 29, wherein said first gripping member cooperates with said rear panel to form a pocket and said second gripping member is located in said pocket.

38. (Original) The label holder of claim 29, wherein said front panel comprises a transparent material.

39. (Original) The label holder of claim 38, wherein said front and rear panels cooperate to hold an associated merchandising label between them, the associated merchandising label being selectively removable from the label holder.

40. (Original) The label holder of claim 29, wherein said rear panel includes a forwardly protruding flange on an upper end thereof.

41. (Original) The label holder of claim 29, wherein said front panel further comprises a bulbous tip located at a distal end of said front panel second portion.

42. (New) The label holder of claim 29 further comprising a first sign holder.

43. (New) The label holder of claim 42 further comprising a second sign holder selectively securable to a portion of said front panel.

44. (New) The label holder of claim 42 wherein said first sign holder comprises an overhang connected to said front panel, a first flexible fin located on said cover panel and a second flexible fin located on said overhang.

45. (New) The label holder of claim 44 wherein said fins each extend more than half the distance between said overhang and said cover panel.

46. (New) The label holder of claim 42 further comprising a ridge on said cover panel.